

The Status of the 1915 Car
(Editorial in Motor Age.)

Whenever preliminary digests of the motor car market for the succeeding season are made, it has been the custom for the past three or four years to begin the article with a statement something like this: "Light cars will cost less." Well one might be led to the hasty conclusion that before very long the cars would weigh nothing at all and would cost proportionately. Such an ideal state of affairs is not to be hoped for, but the fact remains that there is a steady reduction each season in the weight of cars as a whole in their first cost, and in their cost per mile of operation. Where this tendency will end and what will be the eventual low-water mark in car cost is only to be guessed at at the present time by the public.

Preliminary resumes of the 1915 cars so far as may be gathered from the advance announcements of the manufacturers, indicate again a very decided reduction of the weight of all of the list price of the cars, which, with the reduction in weight, may be expected a lowering of the running cost—all of this notwithstanding the fact that there has been a rather general increase in the extent and quality of those added necessities and luxuries which generally come under the head of equipment.

For the past two years the slogan seems to have been "light sixes. The tendency which has made this slogan popular seems to have continued in the 1915 cars, for there are more light sixes than ever before; they are lighter than ever before, and they cost less.

This statement is made with full knowledge of the fact that the greater proportion of the cars announced by the new makers are four-cylinder ones.

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weight and unexpectedly low price. This seeming contradiction of an increased trend toward the light six, in view of the increasing number of new light fours, is explained by the fact that the light fours are the result of the popularity of the light sixes. When the manufacturer introduced his new light six he found that it was quite close in the matter of power, weight, and cost to his older large four. To avoid having the large four on his hands at the end of the selling season he had to redesign it for lower weight and lower cost or else drop it entirely and bring out a new four having these qualifications.

Based on the announcement of 1915 cars up to date, which by the way, includes almost all of the more important manufacturers, there will be at least half again as many six-cylinder models offered the motor-buying public as there are four-cylinder models. Motor Age for the past two years has predicted that the sixes will supersede the four in the point of popularity, so far as the number of different models offered to the public were concerned. These predictions will prove correct unless the manufacturers who have announced their next season's product come out unanimously with nothing but four-cylinder models, which, by the way, is practically an impossibility.

So far as the actual number of cars which will be sold during 1915 is concerned, the chances are that the majority of the people who buy cars in 1915 will buy four-cylinder ones just as they always have done.

ARIZONA AND NEVADA JOIN IN PLEA FOR ROAD WORK

Would Have Congress Provide Employment on Highways for Men Now Out of Employment.

Immediate action by Congress in providing employment for men now out of work through the industrial stagnation created by the European embroilment, is urged by the presidents of the Arizona and Nevada Automobile Associations.

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Automobile Association in an appeal made to President John A. Wilson, of the National Automobile Organization, who will take up the matter with the United States Office of Public Roads.

From the president, Dr. C. C. Connelly, of the head of the Arizona Automobile Association, wired that the European Association had placed a large number of miners on the unemployed list, and further stated that the Arizona representatives in Congress had been asked to secure an appropriation of \$50,000 to repair the Phoenix-Roosevelt Dam-Globe Road, which is one of the arteries of the Cactus State.

From Secretary G. S. Hove, of the Nevada Automobile Association, came an urgent communication setting forth that a measure appropriating a substantial sum of money for public roads, to be distributed in the several States, and thus affording needed employment to thousands of miners, might be the command concurrence of both houses of Congress. Reference was made to the fact that England had utilized its unemployed for extensive internal improvements. Of course, the several States would expend Federal money on whatever roads served their greatest needs.

Now, Mr. Hove suggested the Lincoln Highway as the one demanding first consideration. In Houghton County, Michigan, where several copper mines have

closed down, and some 5,000 men have been affected, a bond issue for \$300,000 or more will be used in road construction and repair in an effort to keep the miners at work.

Chairman Diehl, of the A. A. A. National Good Roads Board, thus commented upon the matter: "In the present labor surplus, it could be most advantageously used in highway-building to all those who recognize that road progress brings in its train a general distribution of results. Both the man in the country, who wants to get his products to the market, and the townsmen, who are agreed in this betterment of the means of communication. Affording work so as to provide an equitable apportionment of its results, presents a plan that can hardly fail to meet with widespread approbation; and it may be the means of starting the Federal government upon a most resultful form of cooperation with the several States."

Chase City Tobacco.

CHASE CITY, Va.—Selling. Owing to the lateness of the tobacco crop, it was thought that little of the weed would be ready for market, but the sales both in quality and quantity, as well as in prices per pound, were good and plenty, to even the main hoped. All four of the warehouses reported heavy sales for the opening day, and judging from the prices paid yesterday, prices this season will

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Confectioners.

J. L. Bishop, 157 Hull St., Randolph 2061.

Mrs. Maciey, 217 Hull Street, Randolph 2061.

S. Franklin, 215 E. Main St., Madison 3337.

A. Jacobson, 429 W. Main Street, Randolph 4927.

Michael's, 224 W. Main St., Randolph 3724.

Samuel Shoop, 155 E. Main St., Randolph 3911.

Joseph Soskin, 255 Venable Street, Randolph 3911.

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Harcy L. Strang, 215 W. Main St., Randolph 1837.

Louisa Washer, 203 Williamsburg Ave., Madison 2550.

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Chief Drug Co., Broad at Harrison, Randolph 3491.

Dr. F. E. Fife, 215 W. Main St., Randolph 2073.

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Parsons Pharmacy, Laurel & Cary, Randolph 5601-5601.

Richmond Pharmacy, 5th & Main Sts., Randolph 2977-2978.

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Geo. W. Thompson, 2 E. Broad St., Randolph 2073.

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Robert Brewing Co., BLUE RIBBON BEER, Madison 284.

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W. G. Mahone, 806 to 814 Brook Ave., Madison 1056.

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Southern Office Equip. Co., 119 E. Main St., Madison 2815.

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Granger Cleaning Co., Inc., 123 E. Main St., Randolph 4806.

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